



Parking and Business Improvement Area (PBIA)

Information Sheet

What is PBIA?

PBIA is a downtown area that has a parking assessment levied against businesses. The area is bounded by Sola Street, Santa Barbara Street, Cabrillo Blvd, Chapala Street south of Highway 101, and De La Vina Street north of Highway 101. A map showing this area is on the opposite side of this page.

Why was PBIA set up?

It was established so that businesses can maintain a competitive parking program with other nearby business owners who provide free parking. Competitive parking is accomplished by the City providing 75-minute free parking and low hourly rates for customers. The assessment pays for a portion of the 75-minute free period and is used to partially pay the kiosk operators salaries and utility costs at City lots.

Who pays?

All businesses located within these boundaries and within approximately 650 feet of a City lot are required to pay the assessment. There are 12 City lots supported by this assessment.

When is it paid?

Payment is quarterly. The City will mail a form for your completion and remittance.

What is the rate?

The parking assessment owed by each business varies. From the description in a rate table, a category is assigned (refer to chart below). Each category has a formula to determine the Rate. The Rate is then multiplied by a "Zone of Benefit" percentage, determined by the walking distance between the business and the closest City parking lot. If a business provides on-site parking, a patron parking credit factor is also applied.

$$\text{Rate} \times \text{Zone of Benefit} \times \text{Parking Credit} = \text{Assessment Amount}$$

| Category | Description |
|----------|--|
| I A | Retail/Wholesale average sale less than \$20 |
| I B | Retail/Wholesale average sale \$20 and \$100 |
| I C | Retail/Wholesale average sale over \$100 |
| I D | Theatres |
| II | Financial Institutions |
| III | Stock and Bond Brokerage |
| IV | Bus Depots |
| V | Professional |
| VI | All other Categories |

Are there exemptions?

Yes. When the City calculates the assessment, if the Zone of Benefit to your business is less than 20%, your business is exempt. The nature of the business may also qualify it for exemption.

Additional questions?

Questions on the parking assessment may be directed to the Finance Department, by calling (805) 564-5341. Questions on parking may be directed to the Downtown Parking Office, by calling (805) 963-1581.